

08-29-01 A

PATENT  
515265-2004



**Patent Application Transmittal**  
**(only for new nonprovisional applications**  
**under 37 C.F.R. 1.53(b))**  
**Correspondence Address:**  
**FROMMER LAWRENCE & HAUG LLP**  
**745 Fifth Avenue**  
**New York, New York 10151**  
**Tel. (212) 588-0800**  
**Fax: (212) 588-0500**

Date: August 28, 2001

TO: ASSISTANT COMMISSIONER FOR PATENTS  
Box PATENT APPLICATION  
Washington, D.C. 20231

Sir:

With reference to the filing in the United States Patent and Trademark Office of an application for patent in the name of:

Mary Louise Parker

Entitled: ADVERTISING METHOD AND APPARATUS

This is an application of a small entity under 37 CFR 1.9(f) and the amounts shown in parentheses below have been employed in calculating the fee.

Small Entity Verified Statement is enclosed.

Small Entity Verified Statement filed in prior application, status still proper and desired

The following are enclosed:

Specification (10 pages)

22 Sheet(s) of Drawings

27 Claims (including 2 independent claims)

This application contains multiple dependent claim(s).

Our checks totaling \$ 418.00, calculated on the basis of the claims as amended by any enclosed preliminary amendment as follows:

Basic Fee  
\$710.00 (355.00)..... 355.00

Total Number of Claims in excess  
of 20 at \$18.00 (9.00) each ..... 63.00

Number of Independent Claims in  
excess of 3 at \$80.00 (40.00) each ..... 0.00

Multiple Dependent Claim Fee  
at \$270.00 (135.00) ..... 0.00

Total Filing Fee..... 418.00

Assignment Recording Fee \$40.00 ..... 0.00

X Oath or Declaration and Power of Attorney

X New X signed        unsigned

       Copy from prior application (37 C.F.R. 1.63(d))

       Certified copy of the following application to substantiate the claim for priority  
made in the Declaration:

Please charge any additional fees required for the filing of this application or credit any  
overpayment to Deposit Account No. 50-0320.

Respectfully submitted,

FROMMER LAWRENCE & HAUG LLP

By: Gordon Kessler  
Gordon Kessler  
Reg. No. 38,511  
(212) 588-0800

EXPRESS MAIL

Mailing Label Number: EL 819167525 US

Date of Deposit: August 28, 2001

I hereby certify that this paper or fee is being deposited with the  
United States Postal Service "Express Mail Post Office to  
Addressee" Service under 37 CFR 1.10 on the date indicated  
above and is addressed to: Assistant Commissioner for Patents,  
Washington, D.C. 20231.

Edward Noy  
(Typed or printed name of person mailing paper or fee)

Edward Noy  
(Signature of person mailing paper or fee)